

# The Butler Weekly Times.

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## AN INSTRUCTIVE LECTURE

W. F. Brennan, of the National Cash Register Company, Tells Butler Business the Advantage of Systematizing Their Business.

An interesting lecture on retail merchandising was given Monday night at the High School Auditorium, when W. F. Brennan, expert lecturer of The National Cash Register Company, told of the causes for loss in retail business, and how they could be remedied. A great many merchants and salespeople were present. Stereopticon slides and motion pictures were used throughout the lecture by Mr. Brennan to emphasize the various points.

"Inefficient business methods cause the great majority of losses," said Mr. Brennan. He then cited figures to prove this fact, showing that last year 6,430 merchants failed. "This means thirty-one failures every business day; one every twenty minutes."

Particular emphasis was laid on the value of newspaper advertising to the retail merchant in the lecture. Mr. Brennan said in part: "More people can be reached oftener and at less expense by newspaper advertising, than by any other medium. But don't spend a few dollars advertising, and then say advertising doesn't pay. Make advertising a continuous policy of your store, and you will not be disappointed with results." The proper method of preparing newspaper advertisements was shown by Mr. Brennan.

"Your advertisement should take the reader over the five steps of selling: Attention, interest, desire, confidence, action." Some people, sometimes, only glance at ads, if

the headings are schemed to make a complete impression, the ad gets both the "glancers" and the "readers." Illustrations must be suited to the subject—they could cover on the ideas of the text. Desire must be stimulated by attractive details, but it is mostly aroused by pictures. Variety is one of the best means of keeping interest in your ads. Change your offerings.

"As a general rule it is well to give some prices in your ads. If you do not give them, the reader may assume that the price is high. If you are advertising high-grade goods, place the emphasis on the quality and mention the price in an incidental way.

"Be absolutely honest in your advertising. You may as a leader, occasionally sell goods 'below cost,' but don't overdo the below-cost sale. Everybody knows business cannot be conducted on that basis.

"To give individuality to your ads, it is well to have a specially designed name-plate for the name of your firm or store.

"Make your ads different. Don't copy what other people say. Put your personality into them. Tell the story about your goods just as you would tell it in the store. If your ad is just like everybody else's, it will not be read.

"In preparing your ads write them out as best you can and then say the same thing in half as many words.

"Lack of system as to credit causes losses in three ways: First, through having too much money tied up in credit accounts; second, through extending credit unwisely; third, through forgetting to charge items, and losing charge slips. To reduce losses through bad debts the lecturer recommended that retail merchants join and boost a good

live credit organization."

Window display problems, efficiency of clerks, store organization, selling methods, system in retail business, and delivery problems were also discussed in an interesting manner.

The feature film, "Troubles of a Merchant and How to Stop Them," which was shown in connection with the lecture, was a big feature of the evening. In a vivid manner, the troubles of a merchant who conducted his store along out-of-date lines were shown. Although this particular merchant was slaving many hours a day, he was on the verge of bankruptcy, with no prospects of ever succeeding.

His store was located in an old, unattractive building. High windows prevented a good display of merchandise. The sidewalk in front of the store was dirty. Consequently, many people passed his doors to buy elsewhere. His clerks were indifferent. Poor business methods lost him what money he took in. He seemed to be hopelessly in debt.

At this point a change came. He was induced to install modern business methods. He cleaned up his store, did more advertising, kept constantly in touch with every detail of his business, and he soon became a prosperous merchant.

Democratic Nominee in the Third District Received 13,919 Votes.

Jefferson City, Feb. 24.—Capt. Jacob L. (Tuck) Milligan's official majority for congress in the Third district over John E. Frost was 1,829, according to returns announced here Tuesday by Secretary of State Sullivan.

## RAIL BILL PASSED

Legislation Made Necessary by Federal Control Passed by Both Branches of Congress.

Washington, Feb. 24.—The house today adopted the Esch-Cummins railroad bill as agreed to by a conference committee of the house and senate by a vote of 250 to 150.

Railroad administration estimates place the net cost to the government of federal control of the railroads at \$30 million dollars. Chairman Esch of the interstate commerce committee told the house today in opening debate on the conference report on the compromise railroad bill.

"This \$30 million dollars will have to be charged off as a war loss," he said. "One may say it was expensive, but it was worth the price. Without the railroads transportation would have failed to supply our troops overseas."

Total appropriations of approximately 1,000 million dollars, including those already made, were the experience of federal control. Mr. Esch said, but he added of these amounts approximately 1,230 million dollars were "investments" in the form of improvements made for the roads and for which they ultimately will pay.

Defending the work of congress in framing the railroad legislation, Mr. Esch said there had been "no shelling." The conference compromise, he said, came before the house today virtually seven months after the committee began hearings.

The Mississippi legislature followed predictions when the senate rejected the federal snuffage amendment Wednesday. The house previously had rejected the amendment.

## WOMEN DEMAND LEAGUE

Suffragists Urge Adoption of Pact Without Changes.

Chicago, Feb. 18.—Following a heated debate Wednesday, suffrage workers attending the convention of the new League of Women Voters adopted a resolution urging "adhesion of the United States to the League of Nations with the least possible delay."

Among points of the debate to draw fiery argument was a clause in the resolution adding, "With such reservations as may be considered necessary," which was stricken out and an attempt to substitute a "League" for "the league." The definite article carried.

Among other resolutions considered was one providing for the doubling of teachers' salaries, one against compulsory military training, one advocating it and one urging cooperation with Mexico in industry.

## Memorial Services.

Memorial exercises in honor of Bates county boys who gave their lives in the great war were held in the circuit court room Sunday afternoon, under the auspices of the James P. Arnold Post, American Legion. The principal address was delivered by Rev. J. W. Alexander, of the Ohio street M. E. church. Hon. H. O. Maxey, after a short, but appropriate talk presented the following with Honor Certificates that had been furnished by the government of France for the nearest of kin of the dead heroes: Alexander, Darden, William Allison, F. E. Dalton, Levi Betz, J. E. Coon, Mrs. Lizzie Griegs, Mrs. Alice Rinderly, Mrs. Martha

Stacy, Mrs. Jennie Vantrees, Mr. and Mrs. G. P. Wyatt, Henry Laher and Thomas Wainwright.

A mixed quartette sang "In Flanders Field," the words being by John McCray and the music by R. E. Mooney, of this city.

## Farm House Burned.

Tuesday afternoon the home of Dan Embree, a few miles east of town in Summit township, was entirely destroyed by fire. None of the family was at home and the fire was discovered by passers by who alarmed the neighbors and managed to save a large part of the contents. The origin of the fire is unknown.

Mr. Embree had recently sold the property to L. S. Isor and intended to give possession in the near future.

## Harrisonville Bank Short \$300,000.

The Cass County Democrat says: "Sufficient figures are available, from the bank examination, just completed Wednesday evening of this week by State Bank Examiners James I. Duncan and Monroe F. Cockrell, to know that the defalcations of the late Abraham Lincoln Gurney, president of the defunct institution, in round numbers, reach \$300,000.00. The report of the Bank Examiners has gone forward to the Missouri State Bank Commissioner, and it is not unlikely that something will be heard directly from his department at Jefferson City the first of next week."

Efforts are being made by Harrisonville business men to reorganize the bank, sell \$300,000 worth of stock and by continuing the institution, make good in part at least the losses of the depositors.

## FEATURING NEW SPRING TOGS FOR LADIES AND MISSES

As the Season is advancing rapidly towards Easter, we suggest that you visit our Garment Section, and let us show you the many new styles that are here assembled for your choosing.—There are those that are developed for street and sport wear—then there are those that are intended for the more formal occasions, requiring a dressier SUIT, COAT, DRESS, SKIRT and BLOUSE.—Every style is represented with a goodly number of models in all the wanted materials and especially in Tricotine and Serge, and in popular colors.



### Suits

\$25.00  
to  
\$100

### Coats

\$15.00  
to  
\$75

### Dresses

\$24.00  
to  
\$65

### Skirts

\$7.50  
to  
\$35



### New Spring Blouses

When you see how attractively made and trimmed and what splendid values, you'll probably decide that right now is the right time to buy your Easter waist.

They are moderately priced.

\$1.75 to \$25.00

### Spring Footwear

In the season's most favored styles. Oxfords and pumps in Black, Brown and White Kid—French, Baby French and Cuban heels.

Footwear for all occasions.

\$4.00 to \$12.50

### Authentic Fashioned Spring Sweaters

Quite the latest are these beautiful Novelty Sweaters in the "Fillet," "Tuxedo" and "Pullover" models. Adapted for many purposes. Reasonably priced.

\$7.50 to \$25.00

# Samuel Levy Mercantile Company